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Business special:
Sources of capitalization

CableVision

Invasion of the dish people: SPACE convenes in Nashville

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Leading the Week

Court refuses stay

The U.S. Court of Appeals has refused to stay its decision eliminating the FCC's must-carry rules, therefore, unless U.S. Chief Justice Warren Burger intervenes, must-carry will no longer be effective as of Sept. 10 11

Telco PPV experiment

NYNEX has been testing an impulse pay-per-view ordering system during the past five months among subscribers in Catskill, N.Y., to determine if it will pursue permanent relationships with standalone PPV operators.....11

Heritage goes long distance

Heritage Telecommunications Group will enter the long distance data traffic arena, in direct competition with AT&T, because of a technological breakthrough in small receiving satellite dishes that makes them two-way capable 12

New Jersey law upheld

A U.S. District Court has dismissed a challenge to New Jersey's law guaranteeing cable operators access to multi-unit dwellings, ruling that SMATV companies and property owners do not have a constitutional right to deny access to cable operators 12

Effects of no must-carry

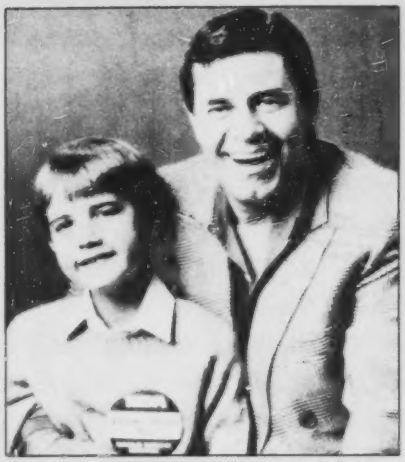
The elimination of the must-carry rules by the federal court has taken effect, harming UHF channel 63 KTIE, according to the NAB.....15

Cox sells earth stations

Cox Cable will begin selling home satellite earth stations supplied by M/A-COM of Hickory, N.C., to potential customers in its franchise in Pensacola, Fla., following a spate of derogatory advertisements sponsored by area dealers of home earth stations 17

Gore plans new bill

Sen. Albert Gore, D-Tenn., told home satellite dish dealers and manufacturers at the SPACE convention in Nashville he would introduce legislation which could delay the development of vehicles to market scrambled satellite programming.....19



Funds for MDA

The cable industry's first coordinated fund-raising drive for the Muscular Dystrophy Association earned $1,022,500, with more money expected to be forthcoming.....20

Rainbow President Arthur Baer

Rainbow gives choice

Rainbow Programming Services has decided to offer operators the choice of running its American Movie Classics premium channel on basic or expanded basic tiers when the service celebrates its first anniversary Oct. 1 21

Auto Showcase expanding

Cable Auto Showcase, a new programming operation that displays used cars over an hour-long leased access program, is seeking to syndicate its operation across the country. By late next year, it hopes to be in at least 10 markets and 600,000 homes 24

Cover Story

The debate over scrambled satellite program services dominated formal sessions and conversations at the SPACE convention and exposition in Nashville. See page 18.

Marketing 25

Free previews, and instant installs have helped a specially-trained group win back former customers in Rogers' Portland-Multnomah system. The 'SWAT' teams have lured some 1,400 added subs since July 29.

Review 26

The Arts & Entertainment Network has given a new lease on life to *United States*, a show that didn't last on broadcast TV in 1980. The revival may have been a mistake, however, for Reviewer Robert DiMatteo says the austere sitcom is understated and possesses a dark underlying mood.

Business 27

For the cable industry, the ability to raise funding has been facilitated, as many lenders view the field with welcome eyes. One New York investment banker noted the problem is not in raising financing, but in finding enough good deals.

Departments

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Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	201	3,300,000
Arts & Entertainment (A&E)	2,100	14,000,000
Black Entertainment Television (BET)	486	10,159,588
Cable News Network (CNN)	8,236	33,960,000
CNN Headline News	2,716	16,980,000
C-SPAN	1,950	21,500,000
CBN Cable Network	5,551	29,715,000
Commerce Satellite Network	NA	NA
Country Music Television	300	5,300,000
The Discovery Channel	400	8,000,000
ESPN	10,857	36,500,000
Eternal Word Television Network(EWTN)	267	4,300,000
Financial News Network (FNN)	1,200	18,700,000
Home Shopping Network	324	6,200,000
The Learning Channel	675	5,800,000
Lifetime	2,600	26,600,000
Modern Satellite Network (MSN)	505	10,500,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	3,500	23,800,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,045	23,700,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	12,500,100
Satellite Program Network (SPN)	561	11,000,000
Silent Network	242	7,200,000
SIN Television Network†	364	32,758,700
Trinity Broadcasting Network	409	5,852,000
USA Network	4,200	30,600,000
Video Hits One	547	7,003,000
The Weather Channel	1,780	18,300,000
WGN-TV	1,780	16,112,000
WOR-TV	1,494	5,440,000
WPIX-TV	152	1,785,000
WTBS-TV	9,963	34,809,000

Pay services		
American Extasy	6	60,000
American Movie Classics	125	260,000
Bravo	132	342,000
Cinemax	3,200	3,333,000
The Disney Channel	2,450	2,100,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	3,250	3,250,000
The Nostalgia Channel	55	175,000
The Playboy Channel	580	732,000

Audio services		
Cable Radio Network	14	1,100,000
Lifestyle	139	2,566,367
Moody Bible Institute	53	675,023
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo Inc.	75	1,115,919
Studioline	NA	NA
WFMT Chicago	154	1,013,000

Text services		
AP News Cable	325	4,300,000
AP News Plus	30	700,000
Cable Sportstracker	5	272,000
Dow Jones Cable News	173	2,450,000
Electronic Program Guide (EPG)	255	4,840,000
EPG Jr.	NA	NA
Genesis Cable Storytime	21	686,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X'Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	8	450,000
The Ecumenical Channel	6	148,000
KTVT	57	1,272,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	2	135,000
Newsday Cable	1	240,019
Texas Cable Network	15	800,000

Pay services		
Dodgervision	39	NA
Home Sports Entertainment—Houston/Dallas	86	135,800
Home Team Sports	60	158,000
New England Sports Network	72	53,279
PRISM-Philadelphia	87	380,000
Pro-Am Sports	94	105,000
SportsChannel (New England)	68	95,000
SportsChannel (New York)	52	425,000
SportsVision (Chicago)	26	107,000
Z Channel	21	95,000

Announced services

Regional services	Expected Launch
Prime Ticket Network (formerly Box Seat)	4th Quarter 1985

Satellite-fed services	
ABC pay-per-view service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	1st Quarter 1986
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
Discovery Computer Network	4th Quarter 1985
Discovery Financial Network	4th Quarter 1985
Discovery Music Network	4th Quarter 1985
El Canal Musical	4th Quarter 1985
Ethnic Radio Networks	3rd Quarter 1985
The Exchange	4th Quarter 1985
International Business Network	4th Quarter 1985
Magicable	TBA
Movie Time	1/86
Pay-Per-Movie Network	4th Quarter 1985
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	4th Quarter 1985
Sofcast/National Digital Network	10/85
Telstar Pay-Per-View Service	TBA

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 4,114,400.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers currently on basic cable networks.

A&E
AT&T (R)
Armour Dial (R)
AT&T (R)
Baldwin Pianos (R)
Campbell (N)
Dean Witter (R)
Ford (R)
Hong Kong Tourism (R)
IBM (R)
NVC (N)
Psizer (R)
Tourism of Thailand (R)
Time Inc. (R)
Volvo (R)

ACTS
Barron's
Cottage Collection Cookware
Barbara Mandrell
National Audubon Society
Oakridge Boys
Prophecy Clothes
Tennis Digest
Wall Street Journal

BET
Ajay Enterprises (R)
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
M&M Products Co. (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro Care (R)
Pro-line (R)
Proctor & Gamble (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Venue De Milo (N)
Warner Lambert (R)
Wendy's (N)
William Wrigley, Jr. (R)

CBN Cable Network**
A.H.P. Boyle
Chevrolet
Clorox
General Foods
Hunts Western
Mars
Mature Marketing
National Liberty
Nabisco
Kal Kan
Sterling Drugs
Time Inc.
TV Guide
World Communications

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)
Times Fiber (R)

Dow Jones Cable News
American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Golf Digest (R)
Smithsonian Magazine (R)
Tennis magazine (R)
Travelers Equity Sales (R)
Zions First National Bank (R)

ESPN
AllState (R)
AT&T (R)
Benjamin Moore (R)
Blistex (R)
Borden's (R)
Castleton (N)
Delco Electronics (N)
Excelsior Fitness (N)
Ford (R)
General Mills (R)
Goodyear Tires (R)
GTE (R)
Headley Co. (N)
InterNorth (N)
Kellogg's (R)
Merrill Lynch (R)
Myoflex (N)
Nabisco (R)
Sears (R)
Toshiba (R)
U.S. Tobacco (R)
Warner Lambert (R)
Zenith (R)

FNN
Avis (R)
AT&T (R)
Charles Schwab (R)
Chrysler (R)
Dow Jones (R)
Emery (R)
Ford Corporation (R)
GMAC (R)
GM Corporation
Hayes Corporation (R)
Hong Kong Tourist Bureau (R)
Internorth (R)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Nynex (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
American National Cellular (R)
Barron's (R)
Charles Schwab (R)
Investor's Daily (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Working Woman Magazine (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raisin Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes-Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN**
AT&T
Bayer
Casio
Clorox
Coca-Cola
Continental Airlines
Evenflo
Gerber
Kodak
National Liberty Insurance
Rubbermaid
Sears Roebuck & Co.

The Silent Network
Campbell's Soup (R)
Hallmark Cards (R)
Kal Kan (N)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel
AMC (R)
AT&T (R)
Armour Dial (R)
City Corp. (R)
Clorox (R)
Dannon Yogurt (R)
Hartford Insurance (R)
Kelloggs (R)
Kraft (R)
Kimberly Clark (R)
Michelin Tires (R)
Proctor & Gamble (R)
Quaker Oats (R)
Prudential Bache (R)
Sara Lee (R)
Sears (R)
3-M (R)
United Airlines (R)
Warner Lambert (R)

R denotes renewal client
N denotes new client
*Listing is comprised of both advertisers and program underwriters.
**New and renewal information not available
Source: Advertising clients are provided by the program services to International Thomson Communications Inc.